

71 American Center 71

1980  AMC

**SPIRIT
AMX
CONCORD
PACER
EAGLE 4-WD**



THE AMERICAN MOTORS COMMITMENT

It's a twofold commitment. To respond to America's needs. And to build automobiles that are built to last.

The commitment began when American Motors became the first to build economical small cars. It deepened with the introduction of the Buyer Protection Plan.[®] Another first.

And for 1980, the American Motors commitment continues to grow. With two more firsts: Ziebart[®] Factory Rust Protection[®] and a 5-year Full No-Rust-Thru[™] Warranty.

It takes confidence to make such a commitment.

Confidence that the automobiles American Motors builds are truly built to last.

But then, confidence pulses through the entire corporation. And for some very good reasons.

For example, with sales of \$3 billion and assets of over \$1 billion, American Motors is one of America's largest manufacturing corporations. AMC passenger cars and Jeep vehicles are sold in more than 100 countries. Manufacturing facilities, assembly plants and licensees are located around the world.

A recent agreement with Renault of France adds an important dimension to American Motors' worldwide marketing strength.

It unites the small-car pioneers of America and Europe. It's a venture that promises significant benefits to car buyers far into the future. It also

provides American Motors with an additional line of technologically advanced products. Immediately. All with very competitive fuel economy and sophisticated engineering to meet the demands of the 1980's.

Confidence also runs high at American Motors because of its AM General subsidiary. Through AM General, American Motors is one of the world's major producers of tactical trucks, Postal Service delivery vehicles and equipment and people movers.

Other products that figure in the company's growth include Wheel Horse lawn and garden tractors. And industrial engines and plastic parts used in a wide variety of products.



[®]Ziebart[®] is a registered trademark of Ziebart International Corp.

A COMMITMENT TO QUALITY: THE SPECIFICS

Nobody else builds automobiles quite the way American Motors does. And nobody else goes as far to protect the interests of the people who buy the automobiles.

Take rust, for example. American Motors is doing something about it. With a series of steps that extend throughout the manufacturing process. Every 1980 automobile is dipped above the door line with a corrosion fighting primer.

Every metal surface is covered with an additional coat of primer.

Galvanized steel is used in critical rust-prone areas.

Zinc-rich primers are then added to areas where humidity could cause problems. Special sealers and coatings are worked into sensitive areas.

Special rust-resistant fender inner-liners are installed.

Then comes exclusive Ziebart® Factory Rust Protection. It's applied in lower pillar areas, under the doors, on the lower outer door inside surfaces, lower fenders and in the rear wheel openings. All of the rust protection is backed by the only Full 5-year No-Rust-Thru™ Warranty. At no extra cost. There are no mileage restrictions and the warranty is transferable to subsequent owners.

Also at no extra cost: the exclusive AMC Buy Protection Plan™ — with the only full 12-month/12,000-mile warranty offered by any car maker.

It's the best warranty in the industry because it covers every part of every new AMC automobile even if it wears out.

The steps taken against rust are only one example of the commitment to quality in American Motors assembly plants.



American Motors dedication to quality is evident throughout the production process in American Motors assembly plants. Pride in individual craftsmanship is a trademark. Quality checks are made at random during all assembly phases to evaluate production standards. These checks serve as plant production "report cards". Unquestionably, 1980 American Motors automobiles are very different from others being built today. The difference is the commitment.

Ziebart® Factory Rust Protection and Full No-Rust-Thru™ Warranty is another first in the automotive industry from American Motors and covers every 1980 AMC automobile for five years, unlimited mileage. This warranty is backed up by the extensive use of galvanized steel together with special primers, waxes and sealants right on the assembly line.



PACER WAGON

Looking for a compact wagon with sizeable cargo capacity and a ride like a big car? The Pacer DL Wagon's the answer.

A functional wagon, boasting 52.5 cubic feet of flat-load-floor cargo space that's easily accessible through the wide rear hatch. Plus an over-sized passenger door that simplifies passenger entrances and exits too.

But wagons should be attractive as well as functional. So in addition to the spacious interior, you'll appreciate the Pacer DL's custom door trim panels, woodgrained instrument panel design and individual reclining seats. For ultimate luxury, the Pacer Limited Wagon sports a genuine leather interior. And on the long list of Limited standard equipment, there are a variety of power assists, including power steering, power windows and power door locks.

Out on the road, Pacer's riding and handling qualities are impressive with its standard 4.2 engine, wide track, isolated suspension and precise rack and pinion steering.

Pacer Wagon is big in value and comfort and extremely practical.

Pacer DL Wagon



PACER HATCHBACK

Pacer has big car room and riding comfort and small car size and maneuverability. The AMC Pacer continues to provide unique advantages of practical transportation and sophisticated style. Pacer rides surely over the open road due to its wide design, isolated suspension and rack and pinion steering. Pacer's width translates into passenger room. Cargo can be loaded easily onto the flat load floor through the wide rear hatch. The Pacer DL also delivers a host of standard features like individual reclining seats in Sport vinyl, walnut burl instrument panel overlays, a custom steering wheel and a folding rear seat back.

For added luxury and convenience, the Pacer Limited Hatchback presents a genuine leather interior, a folding center armrest, and driving aids

like power steering, tilt wheel, dual remote mirrors and power windows and door locks. No other car combines Pacer's advantages of small car size, and big car ride with the Buyer Protection Plan's full 12-Month/12,000-Mile Warranty, plus Ziebart® Factory Rust Protection

Pacer DL Hatchback



Pacer DL Interior — Rochelle Velour fabric

PACER OPTIONS

(Some items or groups listed are standard on Limited models)

Power

- ☐ Power steering
- ☐ Power disc brakes
- ☐ Power windows
- ☐ Power door locks

Audio

- ☐ AM radio
- ☐ AM/FM stereo radio
- ☐ AM/FM/8-track stereo radio
- ☐ AM/FM/CB stereo radio

Convenience

- ☐ Air Conditioning System (includes H.D. cooling system, H.D. alternator, parcel shelf)
- ☐ Air Conditioning Package (includes air conditioning system above, power steering, tinted glass)
- ☐ Visibility Group (includes remote LH & RH mirrors)
- ☐ Light Group (includes dome/map light, glove box light, engine compartment light, liftgate dome light switch)



- ☐ Convenience Group (includes lighted passenger visor mirror, lights-on buzzer, intermittent windshield wipers)
- ☐ Tinted glass
- ☐ Rear window defogger
- ☐ Rear window wiper/washer (includes fluid indicator light)
- ☐ Door vent windows
- ☐ Pop-up moon roof (hatchback only)
- ☐ Remote left-hand mirror
- ☐ Cruise control (automatic transmission only)
- ☐ Tilt steering wheel
- ☐ Leather wrapped sports steering wheel
- ☐ Luxury woodgrain steering wheel
- ☐ Folding center armrest
- ☐ Roof rack



Appearance

- ☐ Two-tone paint
- ☐ Clear Coat Paint (available on Limited in color only; not available with two-tone)
- ☐ Woodgrain bodyside panels (wagon only available with two-tone)

Wheel Trim

- ☐ Wire wheel covers
- ☐ Spoke-styled wheels
- ☐ Turbine aluminum wheels



Protection

- ☐ Protection Group (includes front and rear strips, door edge guards, floor mats.)
- ☐ Locking gas cap

Heavy Duty

- ☐ Heavy duty shock absorbers
- ☐ Heavy duty cooling system (includes head duty radiator, fan shroud)
- ☐ Cold climate group (includes engine block heater, heavy duty battery, heavy duty alternator, coolant protection to -34°F)
- ☐ Heavy duty battery

Tires

- ☐ P195/75R14 Steel Radial BSW
- ☐ P195/75R14 Steel Radial WSW

- a) Cruise control
- b) Roof rack
- c) Vanity mirror
- d) AM/FM stereo radio
- e) Rear window defroster and wiper
- f) Wire wheel covers

PACER STANDARD FEATURES



Pacer Wagon



Pacer Hatchback

Pacer DL models offer the following equipment:

FUNCTIONAL:

- 4.2 Liter (258 CID) 6-cylinder engine
- 4-speed manual transmission — floor shift
- High pressure compact spare
- Front disc/rear drum brakes
- 21 gallon fuel tank
- 10" day/night rear view mirror
- Inside hood release
- Electric clock
- Cigarette lighter
- Dome light
- Courtesy lights (2 under dash)
- Parking brake warning light
- Key warning buzzer
- Lockable glove box
- Swing-out rear quarter windows (wagon)
- Dual note horns
- Extra quiet insulation package
- Front stabilizer bar
- High level ventilation

EXTERIOR:

- Styled wheel covers
- P195-175R14 fiberglass belted radial WSW tires
- Bumper guards (front & rear)
- Blackout grille insert
- Color-keyed wide bodyside scuff moldings
- Hood ornament and wind split molding
- Wide rocker panel molding
- Wheelip moldings
- Hood rear edge molding
- Lower grille molding
- License plate surround molding
- Back panel overlay (hatchback)
- Windshield surround molding
- Rear window surround molding
- Door and rear quarter window surround moldings
- Rear side marker — chrome surround
- Black windshield wipers
- DL medallions

INTERIOR:

- Individual reclining seats in Sport vinyl
- Folding rear seat back
- Custom door trim panels with woodgrain accents and lower carpet area
- Walnut burl woodgrain instrument panel overlays
- Black speedometer face
- Chrome plated ventilation louvers
- Padded, woodgrain accented overlay above glove box
- Custom steering wheel with woodgrain accents
- Custom headliner and sun visors
- Color-keyed seat belts
- 12-oz. color-keyed carpeting (full)
- Rear seat armrests (on wheelhouses)
- Rear seat ashtray
- Cargo area skid strips (wagon)

Pacer Limited models offer the following equipment in addition to or in place of Pacer DL equipment:

FUNCTIONAL:

- Power steering
- Power windows and door locks
- Tilt steering wheel
- Dual remote exterior mirrors
- AM radio
- Dome/map light
- Front ashtray light
- Glove box light
- Engine compartment light
- Liftgate dome light switch
- Lighted passenger visor mirror
- Lights-on warning buzzer
- Intermittent windshield wipers

EXTERIOR:

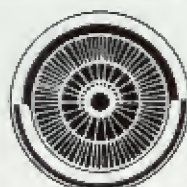
- Wire wheel covers
- Bumper nerf strips (front & rear)
- Blackout rocker panels
- Ribbed lower bodyside molding
- Limited medallions

INTERIOR:

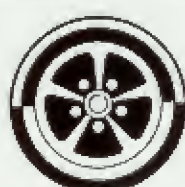
- Individual reclining seats in Chelsea leather
- Folding center armrest in vinyl
- Luxury woodgrain steering wheel
- 18-oz. color-keyed carpeting (full)
- Color-keyed floor mats
- Limited nameplates



Stylized Wheel Covers (argent)
Standard DL



Wire Wheel Covers
Standard Limited
Optional DL



Spoke Style Wheel
Optional all models



Turbine Wheel
Optional all models

SPECIFICATIONS

A WORD ON GENUINE AMC PARTS AND ACCESSORIES

Always insist on the use of genuine AMC replacement parts to help maintain the high standard of quality built into all AMC vehicles. And be sure to select from the vast line-up of factory-approved accessories to personalize your vehicle to suit your driving needs.

Because AMC parts and accessories are designed and engineered specifically for AMC vehicles, they will fit correctly, perform properly and give long-lasting satisfaction. Genuine AMC parts and accessories are available only through your local AMC dealer. Ask him for the latest copy of the AMC Accessory Catalog.

DIMENSIONS AND CAPACITIES	Spirit/AMX Liftback	Spirit Sedan	Concord 2-Door	Concord 4-Door	Concord Wagon	Pacer Hatchback	Pacer Wagon
EXTERIOR (Inches)							
Wheelbase	96.0	96.0	108.0	108.0	108.0	100.0	100.0
Overall Length	167.2	167.0	185.0	185.0	185.0	173.9	178.8
Overall Width	71.9	72.0	71.0	71.0	71.0	77.0	77.0
Overall Height	51.5	51.6	51.9	51.3	52.6	52.7	53.1
Front Overhang	35.4	35.4	35.4	35.4	35.4	34.2	34.2
Rear Overhang	35.9	35.6	41.6	41.6	41.6	39.7	44.6
Front Track	58.1	58.1	57.6	57.6	57.6	61.2	61.2
Rear Track	57.0	57.0	57.1	57.1	57.1	60.0	60.0
INTERIOR (Inches)							
Front Leg Room	40.8	40.8	40.8	40.8	40.8	40.7	40.7
Front Head Room	38.1	38.1	38.1	38.1	38.1	38.3	38.5
Front Shoulder Room	53.9	53.9	54.0	54.0	54.0	58.7	58.7
Front Hip Room	54.3	54.3	54.3	54.4	54.4	56.0	56.0
Rear Leg Room	27.8	27.8	36.1	36.1	36.1	35.0	35.0
Rear Head Room	35.6	37.7	37.5	37.5	37.9	36.9	38.0
Rear Shoulder Room	53.2	53.0	53.2	53.4	53.4	53.3	53.3
Rear Hip Room	40.3	43.5	52.5	53.6	53.6	42.2	42.2
Cargo Index Volumes (Cu. Ft.)	25.5	27.3	11.4	11.4	57.0	32.2	52.5
Fuel Capacity (Gallons)							
4-Cylinder	21	21	22	22	22	NA	NA
6-Cylinder	21	21	22	22	22	21	21
Curb Weight—Base	2615/2963	2519	2710	2767	2816	3197	3235

NOTE: 3.8 cubic feet of hidden cargo volume on Concord Wagons

ENGINE/TRANSMISSION/AXLE SPECIFICATIONS

Model	Engine	Transmission	Axle Ratio		
			49 States	Calif.	High Altitude
SPIRIT	2.5 Liter (151 CID) 2V 4-Cylinder	4-speed floor	3.08 S	3.08 S	3.08 S
		3-speed auto.-column	3.08	3.08	3.08
		3-speed auto.-floor	3.08	3.08	3.08
	4.2 Liter (258 CID) 2V 6-Cylinder	4-speed floor	2.53	2.53	2.53
		3-speed auto.-column	2.53	2.53	2.73
		3-speed auto.-floor	2.53	2.53	2.73
CONCORD	2.5 Liter (151 CID) 2V 4-Cylinder	4-speed floor	3.08 S	3.08 S	3.08 S
		3-speed auto.-column	3.08	3.08	3.08
	4.2 Liter (258 CID) 2V 6-Cylinder	4-speed floor	2.53	2.53	2.53
		3-speed auto.-column	2.53	2.53	2.73
PACER	4.2 Liter (258 CID) 2V 6-Cylinder	4-speed floor	2.53 S	2.53 S	2.53 S
		3-speed auto.-column	2.53	2.53	2.73
		3-speed auto.-floor	2.53	2.53	2.73
AMX	4.2 Liter (258 CID)	4-speed floor	2.53 S	2.53 S	2.53 S
		3-speed auto.-floor	2.53	2.53	2.73

S—Standard Engine/Transmission/Axle Ratio

1980 BUYER PROTECTION PLAN®

Warranty Coverage

This warranty gives you 12-month or 12,000-mile (20,000 km) coverage on many items not covered by most warranties. It covers wiper blades, brake linings, light bulbs — everything we put on the automobile except tires. If any part American Motors supplies is wrong on your 1980, you won't have to pay for the parts or the labor. You are responsible to see that your automobile is maintained, at your expense, according to the 1980 Owner's Manual and Maintenance Schedule booklet.

Service Adjustments

Any needed service adjustments required during the first 12 months or 12,000 miles (20,000 km) of normal use, whichever comes first, and which are not required as part of normal scheduled maintenance will be performed by an authorized AMC dealer without charge to the customer.

Warranty Service For Owners Who Move or Travel

If you move or are traveling, any AMC dealer in the fifty United States or Canada will perform warranty repairs for you.

Warranty Coverage For Subsequent Owners

Subsequent owners of an AMC automobile are eligible for any unused warranty coverage. A subsequent owner need simply present the warranty folder (properly filled out) to an authorized AMC dealer to obtain warranty repairs.

Tire Policy

The tire manufacturer provides a limited warranty for the tires supplied with your new automobile. Specific warranty information and tire adjustments are handled directly with owners by the tire manufacturer's distributors, dealers or retail stores. Your AMC dealer will assist if you need help in securing an adjustment.

Pre-Delivery Service

Your AMC dealer has serviced and tested your new automobile for starting, handling, and braking and overall performance in accordance with AMC's Dealer Pre-Delivery Service Procedure. In addition, many other checks, inspections, adjustments and final clean-up services have been performed to assure your auto meets the quality standards of AMC products.

A Loaner Automobile

If your automobile needs warranty repair work and "same day" (morning to evening) service cannot be completed as promised or if warranty repairs require that it be kept overnight, your AMC dealer will provide you with a free loaner automobile until your auto is ready. To qualify, you must comply with your dealer's work schedule.

Special Trip Interruption Protection

If you're 100 miles (160 km) or more from home and a servicing AMC dealer can't provide "same day" warranty repairs for your automobile, interrupting your trip, we will reimburse you for reasonable extra lodging and meal costs up to \$150, based upon your actual expenses. Submit receipts to the AMC dealer who serviced your automobile. He'll handle the paperwork that generates a direct reimbursement from American Motors to you.

Ziebart® Factory-Rust Protection and Full Five (5) Year Perforation from Corrosion Warranty

When you buy a new 1980 AMC automobile with Ziebart® Factory Rust Protection from an authorized AMC dealer, American Motors Corporation warrants to you that it will pay for the repair or replacement of any part it supplies except exhaust system components, which proves under normal use and service to have developed perforation from corrosion within five (5) years from the date of delivery or first use, whichever occurs first. There is no mileage limitation.

All we require is that the automobile be properly maintained in accordance with the conditions set forth in the Owner's Manual. All repairs and parts replacements under this warranty must be performed by an authorized AMC dealer. You must notify your dealer as soon as you are aware of perforation due to corrosion.

Corrosion other than perforation which is due to defective factory materials or workmanship is covered by the Full 12-Month or 12,000-Mile (20,000 km) AMC New Automobile warranty.

Perforation from corrosion due to accident, damage, abuse or vehicle alteration is not covered under this warranty.

Collision-damaged panels must be repaired or replaced with new factory-approved or authorized parts and rust-protected within two months to be included in this warranty.

For service under this warranty, you must take your automobile to an AMC dealer for examination and approval by a service representative of American Motors prior to repair or replacement of any part.

Except for other written warranties issued by American Motors applicable to AMC automobiles, no other warranty is given or authorized by American Motors. American Motors shall not be liable for loss of use of automobile, loss of time, inconvenience or other incidental or consequential damages. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

1980 AMC Full 12-Month/12,000-Mile* New Automobile Warranty

When you buy a new 1980 AMC automobile from an AMC dealer, American Motors Corporation** warrants to you that for 12 months or 12,000 miles* from the date of delivery or first use, whichever comes first, it will, except for tires, pay for the repair or replacement of any part it supplies which proves defective in material or workmanship. All we require is that the automobile be properly maintained and cared for

under normal use and service in the fifty United States or Canada and that warranty repairs or replacements be made by an authorized AMC dealer. Except for other written warranties issued by American Motors applicable to AMC vehicles no other warranty is given or authorized by American Motors. American Motors shall not be liable for loss of use, loss of time, inconvenience or other incidental or consequential

damages. Some states and provinces do not allow limitation or exclusion of incidental or consequential damages so the above exclusion and limitation may not apply to you. This warranty gives you specific legal rights, and you may also have other rights which vary from state to state or province to province.

*In Canada: (20,000 km)

**In Canada: American Motors (Canada) Limited

BODY STYLES

SPIRIT



Spirit liftback



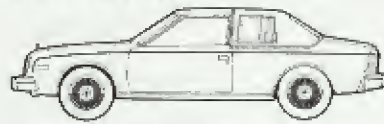
Spirit Sedan

AMX

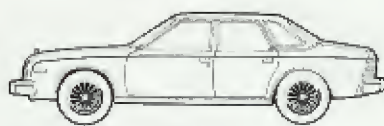


AMX

CONCORD



Concord 2-door Sedan



Concord 4-door Sedan



Concord Wagon

PACER



Pacer Hatchback



Pacer Wagon

EAGLE



Eagle 2-door Sedan



Eagle 4-door Sedan



Eagle Wagon

COLOR SELECTOR



Cardinal Red 1)



Russet, Met. 2)



Bordeaux, Met. 2)



Cameo Blue 1)



Med. Blue, Met. 2)



Navy Blue 1)



Dk. Green, Met. 3)



Saxon Yellow 1)



Cameo Tan 1)



Caramel 4)



Med. Brown, Met. 1)



Dk. Brown, Met. 2)



Misty Beige Clearcoat 5)



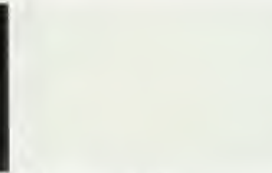
Quick Silver, Met. 2)



Smoke Gray, Met. 2)



Classic Black 1)



Olympic White 1)

1) all lines

2) all lines except AMX

3) Concord/Eagle only

4) Spirit/Pacer only

5) Pacer only

 **American Motors Corporation**

Certain equipment items and features illustrated or described in this catalog, are optional at extra cost unless otherwise specified. Certain equipment items and features may not be available for all models. This brochure contains information correct at the time of printing. American Motors, whose policy is one of continuous improvement, reserves the right to discontinue or change specifications, models, equipment or price at any time without incurring obligation. AMC, SPIRIT, AMX, CONCORD, EAGLE, BUYER PROTECTION PLAN and NO-RUST-THRU WARRANTY are trademarks of American Motors Corporation. ZIEBART is a registered trademark of Ziebart International Corporation.